

NEWS RELEASE

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Iowa Finance Authority, Iowa Association of Realtors, Iowa Home Ownership Education Project and Iowa Mortgage Association Partner with Sioux City Area Realtors and Lenders to Encourage Participation in Summer Homeownership Contest

Sioux City Home Sales up, Contest Aims to Spur them Further

SIOUX CITY— The Iowa Finance Authority, Iowa Association of Realtors®, Iowa Home Ownership Education Project and the Iowa Mortgage Association have teamed up with Sioux City area lenders and Realtors to promote The Meaning of Homeownership: Under Construction Contest. This joint effort between lenders and Realtors highlights the increasing Sioux City area home sale trends, including a twenty-eight percent increase in sales this April from April 2012 and offers Sioux City area residents a chance at winning a \$2,500 gift card.

“This contest is a fun way to raise awareness of the benefits of homeownership as national homeownership month approaches in June,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Greater Sioux City Board of Realtors® and our other contest partners and take advantage of this opportunity to educate Iowans about the homeownership programs that the Iowa Finance Authority offers.”

“The Iowa Association of Realtors® nearly 6,200 Realtor® members across the state are professionals who follow a strict code of ethical guidelines, and help people realize their homeownership dreams every day in communities throughout Iowa. IAR is pleased to participate in this contest, which is an innovative and exciting opportunity to interact with Iowans and remind them of the many benefits of homeownership,” said Dave Bert, CEO of the Iowa Association of Realtors®.

The social media contest consists of Iowa mortgage lenders, housing counselors and Realtors® asking their clients to show-off do-it-yourself home projects. Participants will write a short phrase or word on a memo board and snap a photo for the entry. The contestant with the most votes in the Facebook contest will win a \$2,500 gift card. Sioux City area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at IowaFinanceAuthority.gov/Contest.

“This contest is such a fun way to remind Iowans that owning a home is a wonderful investment in their future and to get Sioux City residents motivated to get out and see what is on the market,” said Kelly Burge of the Greater Sioux City Board of Realtors®.

Contest entries will be voted on by the public July 1-12 at Facebook.com/MeaningofHomeownership. The entry with the most votes will receive a \$2,500 gift card and the lender and Realtor or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant.

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